

# **SHELLHARDT ADVOCACY SERVICES**

**Don Schellhardt, Esquire,**

**President**

[pioneerpath@hotmail.com](mailto:pioneerpath@hotmail.com)

45 Bracewood Road

Waterbury, CT 06706

203/757-1790

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***Relocating To San Francisco: January 2005***

November 23, 2004

Secretary

FEDERAL COMMUNICATIONS COMMISSION

Washington, D.C. 20554

**RE: AMHERST ALLIANCE REPRESENTATION IN DOCKET 04-37**

Dear FCC Commissioners and Staff,

As you know, THE AMHERST ALLIANCE -- a Net-based, nationwide citizens' advocacy group for media reform in general and Low Power Radio in particular -- has filed numerous Motions and Comments in FCC Docket 04-37. This proposed rule, concerning the expansion and oversight of Broadband Over Powerline (BPL) operations, became a final rule in Report & Order 04-245, issued on October 28.

Please be apprised that I have recently resigned from the Presidency of Amherst in order to pursue a Master of Arts in Asia Pacific Studies (MAPS) degree at the University of San Francisco.

I will continue to provide part-time advocacy and/or ghostwriting services for selected clients, who may include THE AMHERST ALLIANCE upon occasion. As a general rule, however, the new "contact person" for Amherst in this FCC Docket, and in future FCC Dockets, will be my successor as President: Stacie Trescott. She also leads the MICHIGAN MUSIC IS WORLD CLASS! (MMWC) Campaign.

**SCHELLHARDT ADVOCACY SERVICES**

**November 22, 2004**

**Page 2**

**The contact information for Stacie is as follows:**

**Stacie Trescott  
President, THE AMHERST ALLIANCE  
P.O. Box 20076  
Ferndale, MI 48220  
jamrag@glis.net**

**A press release on the leadership transition, which has led to coverage in RADIO WORLD and other publications, has been enclosed with this letter.**

**I have enjoyed my involvement with the FCC, as Co-Founder and President of THE AMHERST ALLIANCE, and hope that the pleasure has been mutual. I believe you will find that Stacie is an excellent leader and spokesperson for Amherst.**

**Sincerely,**

**Don Schellhardt**

**CC: Stacie Trescott**

**THE AMHERST ALLIANCE**  
**45 Bracewood Road, Waterbury, CT 06706**

For information, contact Don Schellhardt: [pioneerpath@hotmail.com](mailto:pioneerpath@hotmail.com) OR 203/757-1790

**TWO RADIO ADVOCACY GROUPS**  
**TO AFFILIATE UNDER ONE LEADER**

**WATERBURY, CT, Oct. 28 -- Under a proposed arrangement struck between their current leaders, 2 media reform groups, each known for its strong support of the FCC's Low Power FM Radio Service, plan to affiliate with each other to enhance their lobbying clout. THE AMHERST ALLIANCE, presently led by writer and attorney Don Schellhardt of Connecticut, would become the national arm of the MICHIGAN MUSIC IS WORLD CLASS!! (MMWC) Campaign. MMWC is led by founder Stacie Trescott, Editor of JAMRAG MAGAZINE.**

**Amherst Members have already voted to elect Trescott, making her the single President of both groups. The groups will vote on a formal affiliation in November.**

**"Affiliation makes sense," says outgoing Amherst President Don Schellhardt.**

**"Amherst has national reach but no geographically concentrated power base.**

**MMWC is firmly rooted, and influential, in a large battleground State in the politically strategic Great Lakes region. So we are marrying breadth to depth."**

**Schellhardt, who led Amherst for 5 of the last 6 years, is leaving the Presidency to pursue a Master of Arts in Asia Pacific Studies at the University of San Francisco.**

Despite their past involvement with establishing Low Power FM stations, Amherst and MMWC are expected to focus in 2005 on adding Low Power Radio stations to the AM Band -- and on gaining Primary Service Status for all Low Power Radio stations, whether FM or AM, to keep them from being “bumped”. Schellhardt of Amherst explains it this way: “The FM spectrum in some areas is so crowded that even more flexible spacing won’t bring that many new LPFM stations to our largest cities. We need Low Power AM, too, if we’re really going to let the cities in. We also need Primary Service Status for these small, new and local Low Power Radio stations, so that they can’t be displaced by new, or relocating, full power stations.”

The 2 groups will approach Congress in 2005 if the FCC has not taken corrective action. They may also seek legislation to protect all locally owned radio stations, whether Low Power or not, from displacement by out-of-town “translator” stations.

In 1998 and 1999, Amherst and MMWC were key participants in FCC deliberations on the current LPFM Radio Service. Later, in 2003, Amherst led 19 parties in a successful Freedom Of Information Act (FOIA) Request for release of a MITRE Corporation report to the FCC. That report found no evidence for claims that closer channel spacing for LPFM stations could cause “significant interference”.